

2002 ENERGY STAR[®] Awards

Part II: Eligibility, Descriptions, and Criteria



October 2001

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Efficient Products

ENERGY STAR Change A Light Change the World Award

Eligibility: Retailers, manufacturers, and regional energy efficiency program sponsors who participated in *Change a Light, Change the World*, the national lighting promotion to encourage every US household to make their next light an ENERGY STAR

Description: This award recognizes the best *Change a Light, Change the World* promotional campaign(s). The goals for the promotion included:

- Educate consumers about the benefits of energy-efficient lighting
- Increase awareness of the ENERGY STAR label
- Increase prominence of the ENERGY STAR label on packaging
- Decrease barriers to first-time trial of CFLs/energy-efficient lighting products

Criteria: Partners were invited to use *Change a Light, Change the World* to meet their promotional and sales goals for ENERGY STAR qualified bulbs and residential fixtures. The basic elements of participation described in *Change a Light* E-mail Updates and on OPIE were to use the *Change a Light* promotional graphic and the call to action (encouraging consumers to make their next light an ENERGY STAR), and to send consumers to ChangeALight.com where they could learn more. Beyond that, promotions could take on any form.

Candidates must include the following in their submissions:

- Brief description of your *Change a Light* promotion and tactics (e.g., advertising, event, direct mail) and medium (e.g., TV, radio, publication)
- Demonstration of *Change a Light* call to action in advertisements, fulfillment materials, etc. Description of how key messages were delivered
- Intended audience for the campaign (e.g., demographics, internal, external, international, or domestic)
- Dates of campaign and locations where implemented
- Impressions (e.g., circulation, hits, reach, and frequency) of the *Change a Light* activity by medium (e.g., print ads, brochures, Web, etc.) and in total
- One or more examples of the *Change a Light* educational/promotional materials

Your narrative description should be no more than **five pages**, but may be accompanied by samples of your promotion, advertisements, or other activities for *Change a Light, Change the World* in 2001.